

Roanoke City

- (h) Preserve the residential character of residential neighborhoods; and
- (i) Protect property values by improving the quality of the built environment and eliminating nuisances to the use of other properties because of sign brightness, size, height, or movement.

Sec. 36.2-661. Applicability.

(a) *Generally.* The provisions of this Division shall apply to any new sign or sign structure and to the modification or alteration of any existing sign which is visible from any street, sidewalk, or public or private outdoor common space. For the purposes of this Division, changing the message or content of an approved marquee, or other approved changeable copy sign, electronic readerboard, or public service message board, or approved outdoor advertising sign, shall not be deemed an alteration or modification of such sign.

(b) *No content restriction.* No sign is subject to any limitation based on the content of the message contained on such sign. This subsection supersedes any other requirement of this Division to the extent of any inconsistency.

(c) *Exemptions.* The provisions of this Division, including the requirements for a zoning permit, shall not apply to the following signs, provided that no such sign shall be placed within the public right-of-way or any closer than two (2) feet from a street right-of-way or any closer than five (5) feet from any side or rear property line, and provided further that if such sign is to be placed on a corner lot, it shall be located outside of any sight distance triangle. Exempted signs shall not be included in the maximum permissible number of signs or maximum permissible sign area. Any exempted sign that is to be located in the Historic Downtown Overlay District (H-1) or the Historic Neighborhood Overlay District (H-2) shall be subject to the requirements of Section 36.2-530 if applicable.

- (1) Decorative home flags or national, state, or other governmental flags and insignias.
- (2) Legal notice, identification, informational, or directional signs erected by a government body or required to be erected by a government body.
- (3) Decorative banners attached to light poles, and secured at the top and bottom, which bear no advertising or commercial images.
- (4) Directional signs not exceeding four (4) square feet in sign area and four (4) feet in height.
- (5) Signs displaying only the word "open" or "closed," or the hours of operation, neon or otherwise, provided such signs do not exceed one (1) per lot and do not exceed four (4) square feet in sign area.
- (6) Commemorative plaques, historical markers, and signs which have special historical value or significance to the community, provided such signs are erected by a government body and do not exceed fifteen (15) square feet in sign area.
- (7) Nameplates not exceeding two (2) square feet in sign area.
- (8) Neighborhood identification signs, displaying only the name of the neighborhood and not exceeding fifteen (15) square feet in sign area.
- (9) Address sign not exceeding two (2) square feet in sign area.
- (10) Murals.
- (11) Political signs, provided that such signs shall be removed within ten (10) calendar days after the election.

(12) Real estate signs which advertise for sale, rent, or lease the land or building upon which such signs are located, provided such signs do not exceed one (1) per lot frontage and do not exceed the square footages in the following table.

TABLE INSET:

Zoning District in Which Real Estate Sign is Located	Maximum Square Footage of Sign Area
R-12, R-7, R-5, R-3, RM-1, RM-2	6 square feet
RMF	16 square feet
MX, MXPUD	32 square feet
CN, CG, CLS, I-1, I-2, D, IN, ROS, AD, UF	60 square feet
INPUD, IPUD	60 square feet

(13) Off-site directional real estate signs, provided such signs do not exceed five (5) square feet in sign area and written permission is obtained from the property owner on which the off-premises directional real estate sign is located.

(14) Signs which display the time, date, temperature, or a public service announcement, provided such sign does not display any advertisement and is not located in a residential zoning district.

(15) Memorial plaques.

(16) Signs placed on temporary structures, fences, and barricades placed around excavations or building projects, whether on public or private property, which are related to safety considerations with the construction.

(17) Construction signs erected on the wall of a construction trailer or construction shed or erected on the ground, provided such signs shall be located only on the property on which construction is underway or is proposed, shall not be lighted by any means, shall be removed prior to the issuance of any Certificate of Occupancy, and shall not exceed the size or quantities as listed in the following table.

TABLE INSET:

Zoning District in Which Construction Sign is Located	Size	Quantity per Development Site
R-12, R-7, R-5, R-3, RM-1, RM-2	6 sf	1 per lot frontage
RMF	16 sf	1 per lot frontage
MX, MXPUD	32 sf	1 per lot frontage
CN, CG, CLS, I-1, I-2, D, IN, ROS, AD, UF	60 sf	1 per lot frontage
INPUD, IPUD	60 sf	1 per lot frontage

(Ord. No. 37633, § 16, 11-20-06; Ord. No. 38424, § 1, 4-20-09)

Sec. 36.2-662. Definitions.

Signs and their characteristics, as used in this Division, shall be defined as set forth in this section and in Appendix A. For the purposes of this Division, to the extent of any inconsistency between Appendix A and this Division, the definitions provided in this Division shall control.

Address sign: A sign displaying only the assigned address of a property or building that is attached to a building or sign structure or part thereof.

Animated sign: Any sign or part of a sign that changes physical position by any movement, oscillation, or rotation by natural or artificial means or that imitates or gives the visual appearance of such movement. A flashing sign and a sign that indicates only the time, temperature, or date shall not be considered an animated or moving sign.

Awning: A structure made of fabric or similar nonrigid material supported by and projecting from the exterior wall of a building and designed to be raised, folded, retracted, or collapsed to a flat position against the face of the supporting building.

Awning sign: A sign that is painted on, printed on, or attached to the face of an awning and not projecting vertically above or horizontally beyond the physical dimensions of such awning.

Banner: A sign consisting of plastic, canvas, cloth, paper, or fabric of any kind temporarily secured at one (1) or more edges to a pole or other structure, excluding national, state, and municipal flags and official flags of professional, institutional, or educational organizations.

Billboard: See "Outdoor advertising sign."

Building-mounted sign: A sign erected on, attached to, or painted on the wall, window, or door of a building, or attached to, printed on, or painted on an appurtenance of the building such as a canopy or awning or other accessory structure not otherwise designed or constructed to support signage. For the purpose of calculating the total maximum permitted sign area for building-mounted signs as provided in this Division, building-mounted signs shall include awning signs, canopy signs, hanging canopy signs, marquee signs, projecting signs, street level wall signs, but shall not include window signs.

Canopy sign: A sign that is painted on, printed on, or attached to a canopy. No such sign shall project vertically above or horizontally beyond the physical dimensions of such canopy.

Changeable copy sign: A sign, or part of a sign, that is designed so that letters or numbers attached to the sign can be changed manually, or mechanically, to display a different copy or message.

Construction sign: A temporary sign that notifies the public of a specific building or development under construction or reconstruction or proposed to be constructed or reconstructed. The sign may also identify the architect, engineer, contractor, subcontractor, or lending institution engaged in the project on the property on which the sign is located, or the suppliers of materials used thereon.

Development identification sign: A sign used to display only the name, address, crest, or trademark of a business or organization, or to display the name of a subdivision, church, school, park, or multifamily housing development.

Directional sign: An on-premises sign designed to guide pedestrian or vehicular traffic on the site by using words such as "Entrance," "Exit," "Parking," "One-Way," or other similar directional language and which sign may contain the name of the establishment or its commercial logo in addition to the directional language.

Double-decker or multi-stacked outdoor advertising sign: An outdoor advertising sign that contains two (2) or more signs stacked on top of each other.

Double-faced sign: A sign with two (2) sign faces attached to a common support constructed to display the same copy or message on the outer surfaces of two opposite parallel planes not more than thirty-six (36) inches apart or not separated by more than forty-five (45) degrees.

Electronic readerboard: A computer generated sign which displays messages with letters, pictographic, or symbolic informational content which can be changed or altered on a fixed display screen by electrically illuminated segments.

Embellishment: Letters, numerals, figures, images, emblems, logos, or other features extending from within and projecting beyond the framing of the normal sign face of an outdoor advertising sign as

a part of a commercial advertising message.

Flag: A single piece of canvas, plastic, cloth, paper, or other fabric or any other material which has been attached along one (1) side or edge of a support.

Flashing sign: A sign that uses intermittent or sequential flashing or running lights, or lights creating an illusion of movement, to attract attention. Electronic readerboards shall not be considered flashing signs.

Freestanding sign: A sign supported by one (1) or more upright poles, columns, or braces placed exclusively in or on the ground. This term shall include pole and monument signs. For purposes of the regulations of this Division, outdoor advertising signs and public service message boards shall not be considered freestanding signs.

Government sign: Any temporary or permanent sign erected and maintained for any official governmental purpose.

Graphic: Any logo, emblem, insignia, or text formed by writing, drawing, painting, or other means.

Hanging canopy sign: A small, pedestrian-oriented sign that is suspended by any means of brackets, hooks or chains, and the like, and which face is generally perpendicular to the building element to which the canopy is attached.

Historical marker: A memorial sign limited in content to the identification of a historical building or structure or the site of a historical event.

Identification sign: A sign which is limited to the name, trademark or other readily recognized symbol, street address and number, or any combination thereof, of a building, institution, business, organization, or establishment and to the activity carried on in the building, institution, business, or establishment on the premises where the sign is located, or announcing the name of a subdivision, shopping center, church, school, park, or multifamily housing development. Identification signs shall also include nameplates.

Illuminated sign: A sign with an artificial light source, incorporated internally or externally, for the purpose of illuminating the sign. A neon sign shall be considered an illuminated sign.

Inflatable sign: One (1) or more moored balloons, or any other type of tethered object that is capable of being expanded by air or other gas, water, or other means, that exceeds twenty-four (24) inches in diameter and is used as a means of directing attention to any business, profession, service, product, goods, promotion, activity, or special event.

Laser light or image projection sign: The projection of light or a laser beam onto a solid surface, or projected into the sky, in order to project an image.

Logo: Any emblem used as the symbol of an organization or residential or nonresidential community. A logo may include a graphic, text, or both.

Marquee: A fixed hood located at the main entrance of a building, constructed of metal or other permanent material, which is projecting from and supported only by the building to which it is attached and which includes a sign or advertising announcement.

Marquee sign: A sign attached to or painted on a marquee.

Memorial plaque: A plaque, measuring no more than four (4) square feet in area, designating the name of a building or date of erection and other similar information such as the architect, contractors, or others involved in the building's creation, with such information carved into stone or cast in bronze or similar material and made an integral part of the structure.

Monument sign: A type of freestanding sign with the entire bottom of the sign mounted or affixed to a base or pedestal or directly to the ground, in which the sign and support structure are an integral part of one another.

Mural: A picture painted on or affixed to the exterior wall or window of a building, generally for

the purpose of decoration or artistic expression, and which includes no words, graphics, or logos that advertise existing products or services of any entity. A mural may contain words, graphics, or logos that depict products that are no longer available or services or entities that no longer exist.

Nameplate: A sign affixed to the wall of a building in such a manner as to become an integral part thereof, and which provides only the name or address, or both, of the owner or occupant of a building or premises.

Off-site directional sign: A sign that directs traffic to a site other than the lot on which the sign is located.

Off-premises sign: A sign or sign structure or portion thereof which directs attention to a business, activity, commodity, service, product, entertainment, or attraction not conducted, sold, or offered on the lot where the sign is located. Such sign may also be known as a billboard or outdoor advertising sign.

On-premises sign: A sign which directs attention to a business, commodity, activity, service, product, entertainment, or attraction conducted, sold, or offered on the lot on which the sign is located.

Outdoor advertising sign: An off-premises sign or sign structure, commonly referred to as a "billboard," with display space available for lease and designed so that the copy or poster on the sign can be changed frequently. For purposes of this chapter, an "outdoor advertising sign" shall be regulated as a principal use.

Pennant: Any lightweight plastic, fabric, or other similar material, whether or not containing a message or copy of any kind, suspended from a rope, wire, or string, usually in a series, designed to move in the wind.

Pole sign: A type of freestanding sign which is mounted on and supported by one (1) or more freestanding stationary poles.

Political sign: A sign promoting the candidacy of a person running for a governmental office or promoting a position on an issue to be voted on at a government election.

Portable sign: A self-supported sign which is movable without involving any structural or support changes, and which is not affixed to a building or building appendage, including but not limited to portable changeable message cabinets and sandwich board signs. Portable signs include signs with wheels or with wheels removed, signs with chassis or support constructed without wheels, and signs mounted on a motor vehicle, or portion thereof, for the express purpose of advertising a business establishment, product, service, or entertainment when that motor vehicle is parked so to attract the attention of vehicular or pedestrian traffic. Portable signs shall not include bumper stickers or identification signs directly applied to or painted on motor vehicles identifying the owner of the vehicle, a business name, logo, or emblem.

Projecting sign: A sign which is attached to, supported by, and extending inches from a building face or wall, in whole or in part, at a ninety (90) degree arc from which it projects and to which it is attached. Such sign shall extend no more than 12 inches from the building to which it is affixed. An awning, canopy, or marquee sign shall not be considered a projecting sign.

Public service message board: An electronic readerboard which displays public service messages. Public service messages shall mean the promotion of public events at public facilities (such as festivals, concerts, and sporting events), promotion of events at public facilities (such as in parks, sports/amphitheatre complex, or civic center), information about tourist attractions in the City or conventions in the City, public safety messages (such as weather or traffic warnings), and other similar types of public service messages.

Real estate sign: A sign which advertises for sale, lease, or rent the lot or structure, or portion thereof, upon which the sign is located.

Refacing: The replacement of a sign face, regardless of change in copy, of equal size to the

original, without altering the sign cabinet, sign frame, or sign support structure. The introduction of a different sign characteristic, such as illumination, electronic readerboard, or changeable copy, shall not be considered a refacing.

Roof sign: A sign that is mounted on the roof of a building, or any appurtenances thereto, such as a parapet wall, mechanical penthouse, or elevator house, and extending vertically above any portion of the roof or appurtenances thereto. A sign that is mounted to or painted on a parapet wall that is an extension of the facade of the building shall not be considered a roof sign, provided such sign does not extend vertically above the parapet wall to which it is attached.

Sandwich board or "A" frame sign: A double-faced sign which is not secured or attached to the ground, is readily moved from place to place, and is constructed in such a manner as to form an "A" or a tent-like shape, hinged or not hinged at the top, with each angular face held at an appropriate distance by a supporting member. A sandwich board or "A" frame sign shall not exceed four (4) feet in height and two and one-half (2 1/2) feet in width.

Searchlight or beacon sign: A searchlight or beacon that utilizes stationary or revolving light that flashes or projects illumination, single color or multicolored, to announce, attract attention, or advertise a business or special event.

Sign: Any object, device, structure, or fixture, or portion thereof, which is used to announce, advertise, identify, display, or direct or attract attention to an object, person, institution, organization, business, product, goods, service, special promotion, activity, event, or location. The means used to direct or attract attention include, without limitation, objects, devices, fixtures, words, letters, numerals, graphics, figures, emblems, designs, illustration, decoration, symbols, logos, trademarks, colors, or projected illumination or images.

Sign area: The entire sign face within a single continuous perimeter, enclosing the extreme limits of sign display, including all words, letters, numerals, graphics, figures, designs, symbols, fixtures, logos, emblems, insignias, or other drawings or images used to create a sign, together with any background or surrounding material, panel, frame, border, trim, molding or ornamentation, or color that differentiates the sign from the structure, backdrop surface, or object upon or against which it is placed. For purposes of this Division, sign area shall not include any portion of the sign support structure, provided that no message, logo, emblem, or other symbol or any other element of a sign or sign area, as defined in this chapter, is placed on or designed as a part of the sign support structure.

Sign cabinet: A structure that frames and supports the sign face(s). A sign cabinet may enclose internal illumination.

Sign face: The area or display surface that is used or can be used to identify, advertise, or communicate information or for visual representation that attracts the attention of the public for any purpose. Sign face shall not include the sign cabinet or sign structure.

Sign height: The vertical distance measured from and perpendicular to the average ground level on all sides of the sign support structure to the level of the highest point of the sign or sign structure, whichever is higher.

Sign setback: The minimum distance required between any lot line and any portion of a sign or sign structure.

Sign support structure: Any structure that supports or is capable of supporting a sign, including uprights on which the sign is placed or bracing or the decorative wall or fence to which a sign is attached. A decorative pole cover shall be considered part of the sign support structure.

Snipe sign: Any sign of any material, including paper, cardboard, wood, metal, or cloth, where such sign is tacked, nailed, stapled, pasted, painted, or attached in any way to any tree, cliff, utility pole or support utility tower, radio or television tower, telecommunications tower, vehicular or pedestrian traffic control sign or structure, street name sign, fence or retaining wall, and other similar structures, when such sign does not apply to the activity on the lot on which it is located.

Streamer: Any long, narrow strip of cloth, paper, plastic, or other material.

Temporary sign: A sign or other advertising device erected or posted for a specified period of time as delineated in Section 36.2-673. Temporary signs are designed to be readily relocated and displayed for temporary purposes such as the identification or announcement of seasonal or brief activities, including special commercial sales, holiday events, auctions, grand openings, or a special event or activity.

Wall sign, street level: A sign painted directly on the outside wall of a building, or attached to and erected parallel to the face of a building and supported throughout its length by such wall of the building. Such sign shall project no more than one (1) foot outward from the facade of the building to which it is attached and shall be located or erected with the highest portion of the sign at or below a height of twenty-five (25) feet above adjacent ground level.

Wall sign, upper story: A sign painted directly on the outside wall of a building, or attached to and erected parallel to the face of a building and supported through its length by such wall of the building. Such sign shall project no more than sixteen (16) inches outward from the facade of the building to which it is attached and shall be located or erected with the lowest portion of the sign above a height of twenty-five (25) feet above adjacent ground level.

Window area: The total square footage of the glass area within a frame upon which a window sign is applied, attached, suspended from, or through which it is displayed. Such glass area may include glass windows, doors, sidelights, and transoms, fixed or operable.

Window sign: A sign that is applied or attached directly to the interior or exterior of a window, or that is suspended from or located within twelve (12) inches of a window or door, so that it is visible from any street, sidewalk, or public or private outdoor common space. This term shall not include merchandise located in a window.

Window sign area: The total area of the imaginary rectangles contiguous to and surrounding each word, picture, logo, logotype, symbol, banding, or graphic.

(Ord. No. 37633, § 16, 11-20-06)

Sec. 36.2-663. Prohibited signs.

The following signs and sign characteristics shall be prohibited in all zoning districts:

- (a) Animated signs, provided that moveable panels of outdoor advertising signs which mechanically rotate to provide different messages shall not be considered animation.
- (b) Flashing signs, provided that theatre marquees shall be exempt from the prohibition of flashing signs.
- (c) Inflatable signs, except as a temporary sign under the provisions of Section 36.2-673.
- (d) Laser light or image projection signs, except as a temporary sign under the provisions of Section 36.2-673.
- (e) Off-site directional signs, except for off-site directional real estate signs as provided for in Section 36.2-661(c)(13).
- (f) Pennants or streamers.
- (g) Portable signs, except for sandwich board signs as expressly permitted in this chapter.
- (h) Projecting signs erected with their lowest portions above a height of twenty-five (25) feet above adjacent ground level.
- (i) Roof signs, except for existing roof signs located in, or such signs located and

relocated within, the Historic Downtown Overlay District (H-1).

(j) Searchlight or beacon signs, except as a temporary sign under the provisions of Section 36.2-673.

(k) Snipe signs.

(l) Any sign located within or over a public right-of-way, or public property, except for government signs or signs erected under the provisions set forth in Chapter 27.1 of this Code.

(m) Any sign that contains beacons of light resembling or simulating any emergency service vehicle or equipment.

(n) Any sign using traffic symbols or colors of red, amber, and green in such combination of shape or color as to be confused with traffic control devices.

(o) Any sign attached partially or wholly to the pitched or flat roof of a building, or any sign which projects horizontally or vertically beyond any part of the building to which it is attached.

(p) Any sign that produces sound, odor, or visible matter such as smoke or vapor.

Sec. 36.2-664. Zoning permits for signs.

(a) It shall be unlawful for any person to erect, install, structurally alter, modify, relocate, or replace any sign or sign structure, except for those exempted signs set forth in Section 36.2-661 (c), without first obtaining a zoning permit pursuant to this section. The refacing of a sign shall not require a zoning permit.

(b) A completed application for a zoning permit for a sign shall be submitted to the Zoning Administrator, shall be accompanied by the required application fee as set forth within the most recent fee schedule approved by City Council, and shall include the following:

(1) For all signs, specifications regarding the type of sign to be constructed, sign height, sign face dimensions, source of illumination, the location of such sign on any wall or property, the official tax map number of the lot on which the sign is to be located, and the zoning district of the subject lot;

(2) For building-mounted signs, dimensions of the building wall or appurtenance on which the sign is to be affixed and the dimensions and locations of the proposed building-mounted signs;

(3) For freestanding signs, a scaled drawing showing the location of any proposed freestanding sign, the relationship of the proposed sign to sight distance triangles if applicable, and the relationship of the proposed sign to any other freestanding sign on the lot or to the lot line; and

(4) In addition to the general requirements for applications for zoning permits for signs as set forth above, applications for zoning permits for outdoor advertising signs shall include additional information as set forth in Section 36.2-675(f).

(c) In addition to the requirements of subsections (a) and (b) above, an application for a zoning permit for any sign located in the Historic Downtown Overlay District (H-1) or the Historic Neighborhood Overlay District (H-2), excluding temporary signs, shall include a copy of a Certificate of Appropriateness issued by the Architectural Review Board or its Agent for the proposed sign, accompanied by renderings.

(d) In addition to the requirements of subsections (a), (b), and (c) above, an application for a zoning permit for any sign to be placed on, or project over, any sidewalk, street, alley, or other

public property shall include documentation of meeting, and having received approval for, the requirements of Chapter 27.1 of this Code, regarding encroachments, liability insurance, and an indemnification and hold harmless agreement.

(e) A zoning permit for a sign shall become null and void if the sign is not erected within six (6) months after the date the zoning permit is issued. Upon written request and for good cause shown, the Zoning Administrator may grant one (1) six-month extension.

Sec. 36.2-665. Removal of abandoned nonconforming signs.

The Zoning Administrator may order the removal of any nonconforming sign that has been abandoned. For purposes of this section, a sign shall be considered abandoned if the business or use for which the sign was erected has not been in operation for a period of at least two (2) years. Such nonconforming sign(s) and its supporting structure shall be removed by the owner of the property on which the sign is located, or the agent for the property owner, or tenant or lessee of the property having beneficial use of the property upon which the sign(s) is located, within thirty (30) days of written notice by the Zoning Administrator.

Sec. 36.2-666. Illuminated signs.

When any sign is illuminated, such lights shall be enclosed in the sign, or if external, such external light source shall be located, shielded, or directed so as to concentrate the illumination upon the area of the sign face and so that the point source of the light is not visible from any adjacent street or lot. If ground lighting is used to illuminate a sign, and the point source of the light is not equipped with shielding to prevent its visibility from any adjacent street or lot, such ground lighting shall be fully screened from view by landscaping material.

Sec. 36.2-667. Calculation of sign area and number of on-premises signs.

(a) The calculation of the number of on-premises signs and sign area allotment shall be based on the applicable lot frontage for freestanding signs and the applicable building frontage or storefront for building-mounted signs.

(1) Any freestanding sign shall be located along the lot frontage from which the allotment for the freestanding sign is computed.

(2) Any building-mounted sign shall be located on the building facade from which the allotment for the building-mounted sign is computed. For purposes of a building-mounted sign which is attached to an appurtenance of the building or to an accessory structure not otherwise designed or constructed to support signage, such sign shall be located between the building line of the facade from which the building-mounted sign allotment is computed and the public right-of-way which it faces or, where applicable, within the parking lot which abuts the building facade from which the allotment is computed.

(b) The following method shall be utilized in the calculation of sign area for on-premises signs:

(1) Sign area for freestanding signs and building-mounted signs shall be calculated separately;

(2) Each sign face shall count in calculating total sign area, except that in the case of a double-faced sign, only one (1) sign face shall be used in the calculation of sign area;

(3) For signs composed of individually attached letters, numerals, pictures, logos, symbols, or figures, the sign area shall be determined by computing the entire area within a single, continuous geometric form that encloses the limits of all lettering,

numerals, figures, designs, symbols, fixtures, logos, emblems, insignias, or other drawings or images;

(4) For signs enclosed by a frame or border or encased by a cabinet, the sign area shall be determined by computing the entire area within a continuous perimeter, enclosing the limits of writing, representation, emblem, or any figure or similar character, together with any cabinet, frame, or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed; and

(5) Any banners which are attached to light poles on a lot, and which bear advertising or commercial images, shall be included in the calculation of the total square footage of freestanding sign area and shall be subject to the maximum total square footage of freestanding sign area permitted based on the applicable lot frontage. In the case of a lot with more than one (1) lot frontage, the freestanding sign area allotment toward which the banners shall be counted shall be the lot frontage on which the light poles are located, or if not along a lot frontage, the more applicable lot frontage, based on distance and visibility, as determined by the Zoning Administrator.

(Ord. No. 37633, § 16, 11-20-06)

Sec. 36.2-668. Types and number of on-premises signs.

The types and number of on-premises signs by zoning district shall be permitted as set forth in Table 668-1.

Table 668-1. Types and Number of On-Premises Signs Permitted by Zoning Districts1

TABLE INSET:

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
(1)		In residential districts: Multifamily dwelling developments of 16 units or more; development identification	Accommodations and Group Living Uses in RM-2 and RMF	MXPUD 2	CN, MX, IN, ROS	CG	D	CLS	I-1, I-2
(2)	Freestanding Signs, subject to Section 36.2-670	Y	Y	-	Y	Y	Y	Y	Y
(3)	Freestanding Sign Structures: Maximum number per lot frontage	1	1	-	1	1	1	- 3	1
(4)	Building-Mounted Signs, subject to	Y	Y	-	Y	Y	Y	Y	Y

See Attachment "Dac nob City"

	Section 36.2-671								
(5)	Upper Story Wall Signs, subject to Section 36.2-672	N	N	-	N	Y	Y	Y	N
(6)	Sandwich board or A-Frame signs (per storefront)	N	N	-	N	N	Y, limit of 1	N	N
(7)	Sign Characteristics:								
(8)	Illuminated Signs, subject to Section 36.2-666	N	N	-	Y 4	Y	Y	Y	Y
(9)	Changeable Copy Signs 5	N <i>Residential Multifamily</i>	N <i>ACCOM + Group Living RM-2 RMF</i>	- <i>MX PUD</i>	<i>LN, YMX IN ROS</i>	Y <i>CG</i>	Y <i>D</i>	Y <i>CLS</i>	Y
(10)	Electronic Readerboards 6	N	N	N	N	Y	N	Y	N
(11)	Public Service Message Boards, subject to Section 36.2-674	N	N	N	N	N	Y	N	N

1 "Y" means permitted; "N" means not permitted.

2 In MXPUD, the types and numbers of permitted signs shall be determined as a component of the approval of the MXPUD District, unless otherwise not permitted as set forth in this table.

3 In CLS District, for 200 linear feet or less of lot frontage, one freestanding sign; for 201 to 400 linear feet of lot frontage, two freestanding signs; for 401 to 600 linear feet of lot frontage, three freestanding signs; for more than 600 linear feet of lot frontage, maximum of four (4) freestanding signs.

4 Illuminated signs in the MX and IN Districts shall not exceed fifteen (15) square feet in sign area.

5 Any changeable copy sign shall be required to abut or connect with a static sign face, and shall not exceed eighty (80) percent of the overall sign of which it is a part.

6 Any electronic readerboard shall be required to be an integral part of a static sign display and shall constitute no more than forty (40) percent of the total sign area of which it is an integral part, provided that no electronic readerboard in the CG District shall exceed twenty-two (22) square feet in sign area. The permitted frequency of change of copy of any electronic readerboard, in any district in which such readerboard is permitted, shall be no more frequent than once every six (6) seconds. Such frequency of change of copy shall not preclude scrolling on a message, but shall mean that the

copy must remain static at least six (6) seconds before it changes to new copy.

(Ord. No. 37633, § 16, 11-20-06; Ord. No. 37984, § 6, 12-17-07; Ord. No. 38423, § 1, 4-20-09; Ord. No. 38424, § 1, 4-20-09)

Sec. 36.2-669. Dimensional standards for on-premises signs.

In addition to the other applicable regulations set forth in this Division, on-premises signs shall meet the dimensional, height, and setback regulations as set forth in Table 669-1.

Table 669-1. On-Premises Signs: Dimensional, Height, and Setback Regulations¹

TABLE INSET:

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
(1)		In residential districts: Multifamily dwelling developments of 16 units or more; development identification	Accommodations and Group Living Uses in RM-2 and RMF	MXPUD 2	CN, MX, IN, ROS	CG	D	CLS
FREESTANDING SIGNS								
(2)	Maximum total square footage of sign area permitted per foot of linear lot frontage on which sign is located	N/A 3	N/A 4		0.5	1.0	0.5	1.0
(3)	Maximum sign area per sign face (square footage)	25	15		32	75/125/150 5	32	150
(4)	Maximum height (feet): Pole sign	6	6		6	16/25 7	6	25
(5)	Maximum height							

	(feet): Monument sign	6	6		6	6	6	16
(6)	Minimum side and rear setbacks (feet)	5	5		5	5	5	5
(7)	Minimum front setback (feet)	2	2		2	2	2	2
BUILDING-MOUNTED SIGNS								
(8)	Maximum total square footage of sign area permitted per foot of linear building frontage or storefront on which sign is located 8	N/A 9	N/A 10		1.0	1.0	1.0	1.0
(9)	Maximum sign area per sign face (square footage)	25	15		32	N/A	N/A	N/A

1 "N/A" means the regulations shall not apply.

2 In MXPUD, the dimensional, height, and setback regulations for signs shall be determined as a component of the approval of the MXPUD District.

3 Maximum total square footage of sign area permitted is twenty-five (25) square feet.

4 Maximum total square footage of sign area permitted is fifteen (15) square feet.

5 In the CG District, the maximum sign area per sign face shall be determined by the linear lot frontage on which the sign is located, with a maximum of seventy-five (75) square feet of sign area per sign face for a lot frontage of up to one hundred forty-nine (149) feet, a maximum of one hundred twenty-five (125) square feet for a lot frontage of one hundred fifty (150) to one hundred ninety-nine (199) feet, and a maximum of one hundred fifty (150) square feet for a lot frontage of two hundred (200) feet or more.

6 In the I-1 or I-2 District, the maximum sign area per sign face shall be determined by the linear lot frontage on which the sign is located, with a maximum of seventy-five (75) square feet of sign area per sign face for a lot frontage of up to one hundred forty-nine (149) feet, a maximum of one hundred twenty-five (125) square feet for a lot frontage of

one hundred fifty (150) to one hundred ninety-nine (199) feet, and a maximum of one hundred fifty (150) square feet for a lot frontage of two hundred (200) feet or more.

7 In the CG District, the maximum height shall be determined by the linear lot frontage on which the sign is located, with a maximum height of sixteen (16) feet for a sign located on a lot frontage of one hundred ninety-nine (199) feet or less, and a maximum height of twenty-five (25) feet for a sign located on a lot frontage of two hundred (200) feet or more.

8 Under no circumstance shall a building frontage or storefront be entitled to less than thirty-two (32) square feet of total sign area for building-mounted signs.

9 Maximum total square footage of sign area permitted is twenty-five (25) square feet.

10 Maximum total square footage of sign area permitted is fifteen (15) square feet.

(Ord. No. 38424, § 1, 4-20-09)

Sec. 36.2-670. Freestanding signs.

In addition to the regulations set forth in Table 668-1 and Table 669-1, no on-premises freestanding sign, nor any part of such sign other than a supporting pole or brace no greater than eighteen (18) inches in width or diameter, shall be located lower than nine (9) feet from grade within any sight distance triangle.

Sec. 36.2-671. Building-mounted signs.

In addition to the regulations set forth in Table 668-1 and Table 669-1, on-premises building-mounted signs shall be subject to the following standards:

(a) Building-mounted signs shall be permitted only on the facades or appurtenances of buildings or accessory structures which face upon an abutting street or an abutting parking lot which provides at least seven (7) parking spaces on the same lot on which the sign is located.

(b) No building-mounted sign, except for a projecting sign, shall cover, cross, or otherwise hide any cornice, column, belt course, window, or balcony of a building, or any portion of such feature.

(c) Window signs shall not exceed fifty (50) percent of the window area to which they are applied or attached, from which they are suspended, or through which they are displayed.

(d) No part of any awning or canopy containing a sign shall extend above the height of the bottom sill of any second story window of the building facade to which it is attached. All lettering and images comprising any portion of an awning or canopy sign shall be located on the face of the awning or canopy and shall not project above or below the face or in any way beyond the physical dimensions of the awning or canopy.

(Ord. No. 38237, § 5, 9-15-08)

Sec. 36.2-672. Upper story wall signs.

Where on-premises upper story wall signs are permitted as set forth in Table 668-1, the sign area of such wall signs shall be calculated separately and shall not be computed in the maximum total square footage of building-mounted sign area. In addition to the other applicable regulations of this

Division, such upper story wall signs shall meet the following requirements:

- (a) Upper story wall signs shall be limited to identification signs;
- (b) No upper story wall sign shall cover, cross, or otherwise hide any cornice, column, belt course, window, or balcony of a building, or any portion of such feature;
- (c) There shall be a maximum of one (1) upper story wall sign for each exposed face of the building; and
- (d) The maximum sign area for any upper story wall sign shall be two (2) percent of the surface area of the building facade on which the sign is placed, up to a maximum of three hundred (300) square feet.

Sec. 36.2-673. Temporary on-premises signs.

- (a) No temporary sign shall be erected or posted until a zoning permit has been issued pursuant to Section 36.2-664. Zoning permits for temporary on-premises signs shall be limited to two (2) such permits per 365-day period per lot.
- (b) Any temporary sign shall comply with the regulations of this section and the height standards established by zoning district in Table 669-1 of Section 36.2-669.
- (c) Temporary signs shall not be included in the computation of permitted sign area.
- (d) Except as otherwise provided in this section, no temporary sign shall be erected or placed for a period exceeding thirty (30) calendar days.
- (e) Only one (1) temporary sign per lot frontage shall be erected or posted at any given time on any lot, except when such lot contains multiple establishments or uses, one (1) temporary sign shall be permitted for each separately identifiable use or establishment located thereon.
- (f) Except as otherwise provided in this section, temporary signs shall be permitted in accordance with Table 673-1.

Table 673-1. Temporary Signs: Maximum Square Footage of Sign Area

TABLE INSET:

(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
	RA, R-12, R-7, R-5, R-3, RM-1, RM-2	RMF	CN, MX, IN, ROS, MXPUD, UF	CG	CLS	I-1 and I-2	D	AD	INPUD, IPUD
Maximum square footage of sign area per temporary sign	--	16	32	32	32	32	32	32	32

- (g) One (1) temporary freestanding or building-mounted residential subdivision identification sign not exceeding thirty-two (32) square feet in sign area may be erected during construction at an entrance to the subdivided property, provided such sign is not illuminated internally or by any

external light source and not over two (2) such signs shall be erected for any one (1) subdivision. These signs shall be removed upon the issuance of Certificates of Occupancy for seventy-five (75) percent of the lots in the subdivision.

(h) Inflatable signs, laser light or image projection signs, or searchlight or beacon signs shall be permitted as freestanding temporary signs, provided such signs meet the following requirements:

- (1) Permits for such signs shall not be issued unless the applicant provides documentation from the Roanoke Regional Airport and medical helicopter patient transportation providers within the City limits of noninterference with established routes;
- (2) Only one (1) such sign per lot shall be permitted at any one (1) time;
- (3) Permits for such signs shall be limited to two (2) times per 365-day period per lot;
- (4) Any permit for a temporary inflatable sign shall be issued for a period not to exceed seven (7) days;
- (5) Inflatable signs shall be securely fastened to the ground or other immovable object and shall be located a minimum of eight (8) feet from the lot line; and
- (6) Any permit for a temporary laser light or image projection sign, or a searchlight or beacon sign, shall be issued for a period not to exceed three (3) days.

(i) A temporary cover placed over an existing sign face because of change of ownership or the name of the business establishment shall be considered an on-premises temporary sign and shall be subject to the regulations of this section, except that such sign shall be permitted for a duration of sixty (60) calendar days. Such temporary cover shall not exceed the sign area of the existing permanent sign face it is covering and shall not increase the height of the existing sign face. Upon written application by the original applicant to the Zoning Administrator, prior to the expiration of the original zoning permit for the temporary sign, the Zoning Administrator may extend the time period for the zoning permit, up to thirty (30) calendar days, if in the opinion of the Zoning Administrator the applicant is diligently pursuing a permanent sign replacement or reface. Failure of a person to apply for such extension within the timeframe set forth in this subsection, and the continued display of the temporary sign beyond the duration of the original zoning permit, shall constitute a violation of this chapter.

(j) Except as otherwise provided in this section, temporary on-premises signs shall be attached to a building or building appendage.

(Ord. No. 37633, § 16, 11-20-06; Ord. No. 38424, § 1, 4-20-09)

Sec. 36.2-674. Public service message boards.

Where public service message boards are permitted as set forth in Table 668-1, the sign area of such public service message boards shall not be included in the calculation of freestanding signs; however, public service message boards shall be permitted only on lot frontages with no other freestanding signs. In the case of a double-faced sign, only one (1) such face shall count in calculating the total sign area of a public service message board. In addition to the other applicable regulations of this Division, public service message boards shall meet the following requirements:

- (a) No more than one (1) public service message board shall be permitted per lot frontage;
- (b) No public service message board structure shall have more than two (2) sign faces;
- (c) A public service message board shall not exceed twenty-five (25) feet in height;
- (d) A public service message board shall not exceed four hundred fifty (450) square

feet of sign area;

(e) A public service message board shall have a minimum setback of five (5) feet from any public right-of-way or lot line; and

(f) The copy on a public service message board shall not change or move more than once every six (6) seconds.

Sec. 36.2-675. Outdoor advertising signs.

(a) *Applicability.* The regulations set forth in this section shall apply to any outdoor advertising sign and shall supplement the general regulations of this Division.

(b) *Sign area by zoning district.* Where permitted by this chapter, outdoor advertising signs shall not exceed the following square footage of sign area:

TABLE INSET:

Zoning District	Maximum Area per Sign Face (square feet)	Additional Area for Embellishments (percent of sign surface area)
CG, D	300	10%
I-1, I-2	672	10%

(c) *Setback, height, and sign face standards.*

(1) Outdoor advertising signs shall be subject to the yard requirements of the applicable zoning district.

(2) The maximum height for any outdoor advertising sign shall be twenty-five (25) feet.

(3) No outdoor advertising sign structure shall have more than two (2) sign faces and no two (2) such sign faces shall be separated by an interior angle of more than forty-five (45) degrees.

(d) *Spacing standards.*

(1) No outdoor advertising sign shall be erected as follows:

(A) Within three hundred (300) feet of the boundary line of any residential district within the City;

(B) Within two hundred fifty (250) feet of the property line of any public school, public library, place of worship, museum, or public park;

(C) Within three hundred fifty (350) feet of any outdoor advertising sign on the same side of the street;

(D) Within two hundred fifty (250) feet of the nearest edge of the right-of-way of I-581 and the Roy L. Webber Expressway (Southwest Expressway);

(E) Within six hundred sixty (660) feet of the nearest edge of the right-of-way of the Blue Ridge Parkway; or

(F) Along an arterial or collector street within five hundred (500) feet of any point in the City at which the City's municipal corporation boundary is intersected by the arterial or collector street.

(2) The distances separating outdoor advertising signs from each other, or separating any outdoor advertising sign from any boundary, shall be measured from the nearest

point on the proposed outdoor advertising sign to the nearest applicable point of another outdoor advertising sign or boundary.

(e) *State standards.* All outdoor advertising signs shall be erected in conformance and compliance with those portions of Chapter 7, Title 33.1, of the Code of Virginia (1950), as amended, which by the provisions of that chapter are made applicable to areas of the City within six hundred sixty (660) feet of the nearest edge of the right-of-way of any interstate or federal-aid-primary highway, as defined in Chapter 7 of Title 33.1.

(f) *Zoning permits for outdoor advertising signs.* In addition to the requirements for zoning permit applications set forth in Section 36.2-664, applications for zoning permits for outdoor advertising signs shall be accompanied by a basic development plan. In addition to the required elements of a basic development plan (see Section B-1, Appendix B), a survey shall be provided showing the location of the proposed outdoor advertising sign and the distance from the proposed sign to any other outdoor advertising sign or boundary as necessary to establish compliance with the spacing standards of Section 36.2-675(d) and the yard requirements of the applicable zoning district. Prior to the issuance of any zoning permit for an outdoor advertising sign, the application shall meet all the State requirements as set forth in subsection (e) above, and the appropriate agent for the State shall have issued tentative approval of the permit application.

Sec. 36.2-676. On-premises signs for nonconforming uses in residential districts.

For nonconforming, nonresidential uses in residential districts, one (1) building-mounted sign shall be permitted, provided such sign shall not exceed six (6) square feet in sign area, shall not be illuminated, and shall not be a changeable copy sign or an electronic readerboard.

(Ord. No. 37984, § 6, 12-17-07)